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**Date:** 4/5/2016

**GAIN Report Number:**

## China - Peoples Republic of

**Post:** Chengdu ATO

### American Craft Beer Week in Chengdu

**Report Categories:**

CSSF Activity Evaluation

Agricultural Trade Office Activities

Market Promotion/Competition

Beverages

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**Report Highlights:**

On March 21, 2016, ATO Chengdu held its first American Craft Beer Tasting in Chengdu. The event was designed to promote U.S. craft beer to consumers and increase consumers' awareness of the quality and variety of U.S. craft beer available in Chengdu. The beer tasting was followed by three nights of promotions featuring different brands of U.S. craft beer. In total, the event showcased over 170 unique beers from around 40 U.S. brands at a western restaurant/bar in Chengdu. Post received positive feedback from attendees, and all 28 survey respondents reported they would drink U.S. craft beer again in the future.

**General Information:**